

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

VOL. II.

NEW YORK, FEBRUARY 5, 1890.

NO. 17.

**Keeping
EVERLASTINGLY AT IT
Brings Success**

Bright, persistent, thoughtful Newspaper Advertising PAYS.
Other kinds may—but probably will not.

DOES Newspaper Advertising pay is no longer an open question.

WHAT YOU want to know is how,
when and where to get the best returns
from such an investment.

WE have been able in many cases to give this information successfully.

WOULDN'T it be a good idea to find out what we know about it?

WE ought to know something about it, for we admittedly do the largest business in our line in the world, and it has not come to us by accident.

Correspondence solicited.

N. W. AYER & SON,
Newspaper Advertising Agents,

Times Building.

PHILADELPHIA.

THE LADIES' HOME JOURNAL

Has never inserted a line of advertising from the

first number printed to the present day, for one cent less than its regular established rate, and never will.

It never entertains trade propositions of any sort, requiring cash for every line appearing in its columns,

and pays cash for all that it buys. Its present rates is two dollars per agate line for each and every

insertion with no discount for any length of time or any amount of space. The commission allowed

advertising agents is small, and is confined to a few of the largest agencies sending a certain amount of

business annually. Any agent found cutting our rates will be refused admittance to our columns on any

terms. Our rates are already too low for a circulation of nearly half a million copies each issue.

CURTIS PUBLISHING CO.,

PHILADELPHIA, PA

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AT THE NEW YORK POST OFFICE AS SECOND-CLASS MAIL-MATTER.

Vol. II.

NEW YORK, FEBRUARY 5, 1890.

No. 17

NOT A CASE FOR AN ADVERTISING AGENT.

Advertisers who are in the habit of dealing by direct contract with a few newspapers, often become impressed with the idea that money can be saved by appealing to an agent. The following is a case in point:

— — —, Iron Founder, }
LANCASTER, Pa., Jan. 21, 1890. }

Geo. P. Rowell & Co.:

I have been an advertiser in some of the leading milling papers for some years. It strikes me I could save money by advertising through your house. What could you insert an advertisement like the enclosed for, say in *United States Miller*, *Milling World* and *Roller Mill*? Also state what you would add for *Millers' Review*, *American Miller*, or any other leading paper. All of which I have been in. An early reply will oblige.

Respectfully yours,

The result of such an application as the one printed above is scarcely ever satisfactory to either the advertiser, the agent, or the publisher.

The views entertained by the best advertising agencies are set forth in the following extracts from one of Geo. P. Rowell & Co.'s circulars:

It is the business of an advertising agent to create new business; to induce new men to advertise, to induce those who are advertising a little to advertise more.

An advertising agent of good standing: one who understands his own best interest, will not undertake to secure patronage which an advertiser is already placing direct with the publisher; or from an advertiser who is already dealing with an agent with whom he is satisfied.

If the agent can induce such an advertiser to extend his business he is justified in doing so.

If the advertiser applies to the agent for guidance and advice, the agent must serve him to the best of his ability; but he cannot be of much use unless the advertiser puts the business into his hands, leaves it there, and submits to him every communication which comes from the publisher having a bearing upon the business in hand.

It is perfectly well known that the advertising agent receives a commission from the publisher for his services in procuring, for-

warding and guaranteeing the payment for advertising patronage; but it must be plain to any one who gives the matter some thought that the publisher of the newspaper will not thank the agent for intercepting business which would be sure to reach him; and not only lower the price, but in addition insist upon a further reduction in the shape of a commission for the service he claims to have performed.

EDITORS CANNOT BE BOUGHT.

BOSTON, Jan. 27, 1890.

Editor of PRINTERS' INK:

I regret exceedingly to trouble you again, but your editorial comment upon my communication—"Theatrical Advertising"—which appeared in *PRINTERS' INK* of the 22d inst., seems to cast an imputation upon a class of men who, if they claim nothing else, certainly claim to be honest.

Whatever the case may be elsewhere, and I do not undertake to pass upon that, for I am not familiar with the facts, I know that it is not true in Boston that an editor will accept money for an editorial favor, or that "a five dollar bill in the hands of a reporter or editor will often secure what fifty dollars will not buy at the counter."

I don't think there is in Boston an editor who would accept money under such circumstances. He certainly would not keep his place an hour were it known that he had done so. I refer of course to editors pure and simple, not to editors who are proprietors, or part proprietors as well, and who would by virtue of their proprietary interest have perhaps a right to accept money.

The idea I desired to convey was that the shrewd advertising agent could, by courtesy to an editor, frequently secure favors that money could not buy, but I did not intend to imply that courtesy meant the distribution of tickets entirely, or the payment of money to the editor. It is a well-known fact that editors frequently do purely out of good nature more for a friend than that friend could buy with an abundance of money. In a somewhat extended experience, in which I have known many Boston editors, I have never known one who would not spurn the offer of money for a favor.

A BOSTON EDITOR.

Experience, the great teacher, has demonstrated, by abundant examples, the fact that an advertisement in a publication which goes steadily into the hands of a large number of persons, always searches them out in the moments of their chosen or permitted leisure, and appeals to their wants under circumstances peculiarly fitted to bear fruit.—
F. W. Palmer.

THE ADVERTISER'S DILEMMA.

AN ADVERTISING AGENCY ENLARGES
UPON THE DIFFICULTY WHICH IS
FOUND IN DEALING WITH AN
ADVERTISER WHO DOES
NOT QUITE KNOW
WHAT HE WANTS.

THE ——— PUBLISHING COMPANY, }
PHILADELPHIA, January 31, 1890. }
Geo. P. Rowell & Co.:

We have read several numbers of *PRINTERS' INK* with interest. The many problems connected with advertising seem to be very ably treated in your little publication. The phase of this great question that particularly interests us is, where and how to advertise our valuable and attractive volume, "*The American*," and secure profitable results.

We are not writing this letter for publication, but in response to your offers to aid advertisers by means of your experience, knowledge, judgment and facilities. Our case, briefly stated, is this: We have in the book named the very best work of the character ever produced. The expenses of authorship, illustrations, composition, electrotyping, etc., have all been paid by an investment which should return a competency for a man of modest ideas. We can print and bind stock at as small a cost in Philadelphia as it can be manufactured in any part of this country. That you may judge better what we have, we mail you a full set of circulars, and if you wish we will send a copy of our book.

We desire to increase our business by advertising, and cannot afford to lose money or experiment. Now, you believe advertising to be a science which you understand, and we presume you believe that it will undoubtedly pay to advertise a book of such sterling merit and permanent value as our ———, a book for which there is a demand where it is well introduced.

Suppose we put ourselves in your hands, and, with the aid of the editor of *PRINTERS' INK*, you prepare an advertisement, select papers, etc., and, beginning in a small way, you show us that you can make advertising profitable for us.

If this is a reasonable suggestion, and you can do what we ask, then you may prepare an advertisement and send us a proof, with your selection of papers, for a start, and the cost.

We would want you to start on as small a scale as possible, and not be able to say the test was not a fair one. We undertake to pay the bills so far as we authorize you to go, but we wish the experiment to be a test of ability to make advertising our book profitable.

If you do not think you can manage advertising, and make it pay, please so advise us and give the reasons.

We will give you reference, if desired, as to our integrity and our ability to fulfil our agreements, and we think some plan could be devised whereby you could verify our reports as to results. Yours, very truly,

THE ——— PUBL. CO.

Circulars mailed in a roll.

This inquirer has invested capital in the preparation of the very best work of the kind ever produced.

The expenses of authorship, illustration, composition and electrotyping

have been paid. The cost has been considerable. The investment has involved a sum so large that it would of itself be a competency for a man of modest ideas. The inquirer is now prepared to manufacture the book at the lowest possible cost, and wishes to realize on his investment by selling the book.

The book is of such a character that persons who are likely to be benefited by the purchase of a copy are to be found in every part of the country.

The question with which this inquirer must now deal is how to let the people know what he has to sell: how to most effectively bring to the notice of people—to the eyes of the people—the excellent thing which has been prepared for them. He believes that he must do the work through canvassers. He must therefore get into communication with competent canvassers; and having done this must present the merits of his publication in such a light as to convince the canvasser that he may undertake the sale of the book with a reasonable prospect of profit.

To secure the canvasser an advertisement in a newspaper is an effective method.

Let us suppose that the inquirer has in his own mind an effective way of dealing with the canvasser who applies to him.

The point which he must now consider is how most quickly and most cheaply to cause the largest number of canvassers to apply.

Let it be supposed that he has prepared his advertisement, and is able to say in about 100 words all that it is desirable to say. This will make an advertisement of about twelve lines.

He must now consider in what papers it shall be inserted, and for how long a time, and at what cost.

He knows that there are over 17,000 newspapers in the United States and Canada, and that to invest a single dollar in each one of these will require an outlay of \$17,000.

Possibly he thinks that weekly papers are best for his purpose; but of these there are over 12,000. He knows that the daily paper reaches the public most quickly, and that there are 1,500 dailies. He has heard that many advertisers find the monthly publication to be the most economical; but there are nearly 2,000 monthlies, and many of them seem to be of little account. He very soon perceives that he must

not think of using all the newspapers. He must therefore select those which are most likely to pay him best.

If he examines the matter carefully he soon ascertains that the total issue of all the 17,000 newspapers published is less than 35,000,000 copies, and that a hundred papers can be named which issue one-fourth of this total, and 500 more papers may be selected which issue another fourth; so that to reach half of all the newspaper readers only 600 papers need be bargained with; and yet there will be many papers of prime importance not named among the selected 600 of which every one prints more than 10,000 copies each issue.

The question is, then, how shall the inquirer make his selection?

At this point he may safely lay aside the newspaper directory, to devote his attention to a list prepared by Geo. P. Rowell & Co's Newspaper Advertising Bureau, for the use of just such inquirers. It is a preferred list, which contains the papers which can be specially recommended, and enumerates about 2,000 in all.

The total edition of all these newspapers (a single issue of each) is between fifteen and eighteen million—more than enough to place a copy in the hands of every head of a family in every State, Territory or Province.

It has been the aim to name the best paper in every place.

Every county seat having a population of so much as 3,000 and every place having so large a population as 5,000 is here represented if it has a newspaper printing so many as a thousand copies a week.

In every city of more than 20,000 population, at least two daily papers are catalogued, if so many are issued, which have a daily circulation of more than a thousand copies.

In every city of 150,000 population, six daily papers are enumerated, if so many are printed, having a daily sale of so much as ten thousand copies.

No religious, agricultural or other class weekly having a regular issue of so many as ten thousand copies is omitted; and every monthly "class publication" having a regular issue of more than twenty thousand copies is catalogued.

No periodical publication having so large a circulation as twenty-five thousand copies each issue is omitted from this catalogue.

A careful study of this list reveals the fact that it is very good indeed, but that such an advertisement as inquirer has in mind will cost something more than \$2,000 for a single insertion. Perhaps he does not believe that a single insertion will be sufficient for his purpose. Perhaps, on the other hand, \$2,000 is a larger sum than he wishes to invest. In this case it is of course to be admitted that inquirer

does not intend to advertise thoroughly. Still he is at liberty to get the best service possible for whatever money he will invest. If he puts out \$500, and it pays, he will then feel at liberty to invest another \$500, or perhaps \$1,000 more, and so on until he has become somewhat thorough in his advertising.

But how shall he invest the \$500?

The very best way for him to do this will be to instruct his advertising agent to place the advertisement to the best advantage possible for the amount specified, and not to ask the advertising agent to specify in advance exactly what advertising is to be done.

It will be observed that this particular inquirer suggests pursuing this very course: See paragraph beginning: "Suppose we put ourselves in your hands," etc. But in the next paragraph he announces a different conclusion, and wants to have the selection of papers exhibited to him in advance.

There are two objections to this: First, it requires the agent to go ahead and prepare a careful statement of what is proposed to be done; to make a copy of it; and furnish the copy to the advertiser without any certainty that the advertiser will order the work to be done, or that he has any object in asking for it beyond mere curiosity. It makes it necessary for the agent to do a large amount of work without any certainty of being paid for it, and in the event of his receiving the order the estimate which he has given ties his hands to some extent by compelling him to adhere more or less strictly to the estimate which has been furnished.

The advertiser who sends his advertisement to his agent with an order to procure for the best service possible for one hundred dollars or a thousand, will often get from five to fifty per cent. more service for his money than he would had he required to be told in advance exactly what service could be promised; for when an estimate has been given, its plan and specifications must, in a general way at least, control the advertising to be done: It ties the agent's hands and prevents his giving his patrons to-day a better service than he could have promised yesterday, because yesterday the opportunity had not presented itself: *to-morrow it may have passed!* Some publications are used most economically on contracts for a single issue; in others insertion for a month may be had as cheaply as for a single week; but in furnishing an estimate in advance, if the agent attempts to go into details, his correspondence becomes voluminous and the advertiser confused.

There is no more expensive luxury for an advertiser to indulge in than to tie his agent's hands by getting him to tell in advance exactly what he will do. It can be done, but it is not worth the cost.

Messrs. Geo. P. Rowell & Co. have stated that "One of the most successful advertisers they ever had always ordered his advertisements in this way, 'Get the best service you can for me for \$5,000.' He left every detail to them. They were thus enabled to say to a publisher, 'If you put this in at a large reduction from your rate it will be no criterion for further transactions.' They were often able to contract for the insertion of that particular advertisement at half rates, in papers which would not permit them to offer their columns at a penny's deviation from their printed schedule. The advertising rates of one New York paper are double those of another which has twice the circulation of the first. Similar discrepancies are not uncommon."

In this connection the following extract from remarks made by an Illinois editor before the National Editorial Conference, at Detroit, in June last, becomes of interest:

I recollect a few days after I went out of the newspaper business a proposition came from an advertising agent to insert a certain advertisement for 75 cents for a certain period. I have forgotten how long. The gentleman who bought my paper at sheriff's sale, and asked me to help him for a few days (laughter), asked me about that advertisement. He said: "I guess we better put it in for the six bits." I afterwards secured employment in the agricultural firm that the advertising was done for, and when they went to settle up with the advertising agents they thought, as I had some experience in the business, they would send me down to St. Louis to settle it. I discovered that the firm had an iron-clad contract with the advertising agents, by which they were to insert that advertisement in my paper among others, and they were to pay for that \$4.50. We paid the advertising firm \$4.50 for publishing the advertising and they paid my successor the 75 cents. I got into another newspaper afterwards, by an accident, and I concluded that whenever an advertising agent sent me a proposition I would always put up the rates, because I felt certain there was an iron-clad contract behind the agent.

The advertiser can give just as many directions to his agent in a general way as he sees fit, as to what sort of papers shall be used and what shall not be used; but should aim to leave the agent the largest possible discretion.

If he has an established credit with the agent, nothing remains to be said on that point. If he is not entitled to a credit, he should send the cash promptly in advance, so as to establish his good faith and the fact that he means business. He may then be certain of getting the best service for the money, and that his work will be promptly done, no time being lost in correspondence.

The following are interesting samples copied from actual orders which from time to time have come to hand:

TACOMA, Wash. Ter.

We authorize you to expend the sum of about \$1,000 to \$1,100 in advertising for us in New York papers. We leave the disposition of the

same entirely to you, trusting you will give the matter your careful consideration, and that with your large experience you are more likely to place it where it will pay us. Our future advertising East depends largely upon the benefits and encouragement we derive from this expenditure.

BUFFALO, N. Y.

You can insert the inclosed advertisement to extent of one thousand dollars for us at once, or as soon as practicable, to appear simultaneously in such papers or periodicals as you may select. You must bear in mind, however, that papers circulating among a thoughtful, reading, housekeeping people is what we want; say, the *Century*, *Harper's*, *Chautauquan*, *Cosmopolitan*, *Good Housekeeping*, etc. You must judge of the value of each publication, and all we ask is for you to give us as good an advertisement as possible for the money.

CATLETT, Va.

I wish to put out advertisements in Louisiana, Alabama, and Georgia to the amount of \$100 for about three months, and I herewith send my check for \$100. These advertisements should be in only first-class papers and papers that ladies read, such as religious or household, as they answer more promptly my advertisement than the male readers. I leave this venture to you, and will see if you can do better for me than I did on papers I picked out.

BOSTON, Mass.

We are going to take your suggestion and try an experiment with you.

We will give you \$3,000 (three thousand dollars) for one insertion of inclosed seven-inch four-column advertisement in a list of papers of your own choosing, you to be governed in your choice by the preferences expressed below:

1st. We want no papers west of Rocky Mountains.

2d. We want no patent insides.

3d. We ask you to avoid all juvenile publications and all papers whose character is such that they are likely to be read chiefly by women.

4th. If you think it wise we should very much prefer to have no papers on the list which do not circulate at least ten thousand copies each issue.

5th. Avoid all New England papers excepting those which have a general circulation over the country.

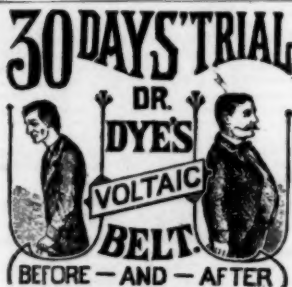
6th. We are particularly desirous of having insertions made at once, as the season is now just right, and if there is much delay it will be late.

It is never possible for an advertising agent to guarantee that an advertisement will pay.

If an agent could always be certain on that point, he would not be obliged to seek patronage, but would best promote his own interests by inventing advertising schemes of his own.

All the agent can do is to procure the largest amount of publicity for the money placed at his command. Whether the advertiser can make this publicity profitable will depend upon what he has to sell and how well he manages his business.

BEFORE AND AFTER.



This advertisement, familiar to newspaper readers, may be classed among those which appear to be effective in inducing sales. The picture may not be artistic, but it tells a story in a small compass. The advertised article has not only straightened up the subject, but made his mustache grow into the bargain: a tremendous growth for only thirty days.



This second advertisement, like the first, speaks for itself, and requires little explanation in printed words. Unlike the first, however, the name of the article is not mentioned. The nature of the remedy is left to the imagination: its alleged effects are not.



The illustrated before-and-after advertisement tells its story in pictures,

not in words, and thus may be comprehended by the illiterate, and understood by people of all nationalities. Thus the third advertisement, cut from a French newspaper, does not require a knowledge of that language for interpretation.

A NEW IDEA.

In the *Pictorial Weeklies* is created a new idea in journalism. The only place in the United States where illustrated publications can be successfully produced is New York City. This is due principally to the fact that only in New York can be found a sufficient number of artists to produce the necessary work.

The *Pictorial Weeklies* enables every city and town in the United States to have its own local illustrated weekly, handsomely printed and filled with matter artistic and literary, by the best metropolitan talent.

The method by which this is accomplished is as follows: The *Pictorial Weeklies* Company prepares each week a sixteen-page paper, the pages being somewhat larger than those of *Life*. One side of the sheet, eight pages, is filled with the highest class of artistic and literary matter, mostly humorous in character. The other side, eight pages, is left blank. A four-page cover to go with the sixteen-page form is printed in addition.

The sheets thus printed are shipped each week to local publishers in various cities of the United States. The local publisher prepares in advance eight pages of local matter consisting of editorial, political, athletic, dramatic, local and other news; when the sheets arrive from New York this matter is printed on the side of the sheet left blank. The sheets are then folded, the four-page cover put on, the whole paper stitched and trimmed and the complete publication is ready for delivery to subscribers or for sale on the streets.

Three of the cover pages are devoted to advertising. Advertisements for these are received by the *Pictorial Weeklies*, No. 31 West Twenty-third street, New York City. The first page of the cover contains the engraved head for the local paper and the date line in an original cartoon.

This arrangement enables the local publisher to produce a paper such as it would be absolutely impossible to make outside of New York City. It also enables him to sell at a price which makes competition by other local publishers an impossibility. The retail price of the local papers is five cents, and when it is remembered that this is for a paper as large as *Puck* or *Judge* and with the added feature of local news, these papers should achieve large circulations in their respective communities.—*Advertisers' Gazette*.

No wise dealer seeks to draw customers by false pretenses in his advertisements. He must have on his counters exactly what he advertises to sell, and he must sell it at exactly the advertised price. Otherwise his advertisement does him more harm than good. It may bring him in ephemeral trade, but the larger the trade is the worse will it be for him in the end. His deceived customers will make for him an evil reputation for dishonesty. Therefore ordinary sagacity prompts the dealer to tell the truth about his goods when he advertises them in the newspapers.—*N. C. Fowler, Jr.*

ANOTHER RICHMOND IN THE FIELD.

The *Newsman* of January 20 has the following announcement of "a new periodical that will interest the publisher and advertiser." This new publication will attempt to plow the field already so successfully cultivated by **PRINTERS' INK**. As imitation is the sincerest form of flattery, **PRINTERS' INK** cannot but be gratified with this homage to its great merit. Those who know Colonel Knox will expect him to produce something original, able, entertaining and instructive. With four issues of **PRINTERS' INK** to glean from, for every issue, the new monthly—*The Advertiser and Publisher*—will be certain to contain much interesting matter.

ANNOUNCEMENT.

The Advertiser and Publisher will be a monthly magazine of value to all advertisers and publishers for the following reasons: The most prominent and experienced advertisers in the United States and England will contribute articles giving the result of their advertising experience, and will discuss modes and plans of advertising and other matters of vital importance to advertisers.

Some of the principal newspaper and magazine publishers will give their views and opinions regarding advertising and other matters relating to the publishing business.

A wide range of subjects bearing on the advertising and publishing interests will be treated by experts specially qualified by experience to write on the respective subjects assigned to them.

Specimens of unique and odd, and good and bad, advertisements will be published in each issue.

Publishers will be advised of all that is new in the advertising field, and thus enabled to bring the merits of their publications to the notice of the new advertiser at once.

A department will be devoted to "Improvements and Inventions" of interest to publishers.

Publishers will also be protected as far as possible against irresponsible and fraudulent advertisers. Advertisers suspected of being dishonest or queer in their methods will be investigated, and the results of these investigations published.

Advertisers will find valuable information regarding the quantity, quality and value of the circulation of the most prominent publications.

Comparative results from certain advertisements inserted in different publications will be given monthly.

When fraudulent claims are made by publications regarding the extent of their circulation, they will be exposed as fast as proof is obtained.

The interest of publishers and advertisers will be served with equal zeal and fairness. The publishers of this magazine have no axe to grind. They are not connected with any advertiser or advertising agency, neither will they advocate the merits of any publication, and therefore in their conduct of the magazine

will be unbiased, unprejudiced and impartial. They will have no "Collection Agency" or "Commercial Reporting Bureau" as an annex to their business.

The management of the magazine will be in the hands of J. Armoxy Knox, who has had extensive experience both as a publisher and advertiser, in both of which fields his original methods and good judgment resulted in phenomenal success. Colonel Knox has a most extensive acquaintance with publishers, advertisers and advertising agents in every part of the country. His connection with the *Advertiser and Publisher* makes it a certainty that it will be a bright and valuable publication and a success in every way.

SUBJECTS OF ARTICLES TO APPEAR IN "THE ADVERTISER AND PUBLISHER."

Value of Advertisement, Quantity, Quality and Price of Circulation Considered.

Value of the "Reading Notice" Compared with the "Display" Advertisement.

Value of "Position" in Newspaper Advertisement.

Comparative Value of the Dailies, Weeklies and Monthlies as Advertising Mediums.

Relation and Value of the Advertising Agent to the Advertiser.

Why Does the Sunday Issue of the Dailies Bring Better Results to some Advertisers than the Monday Issue?

The Troubles and Trials of the Advertising Solicitor.

What are the Characteristics of a Good Advertising Solicitor?

Advertising for Direct Returns.

The Professional Advertisement Writer.

The Trade Paper.

The "Sworn-Lo" Circulation.

Value of the "Cured by-Three-Bottles" Testimonial.

Dramatic Criticism and Theater Advertising.

Subscription Agencies.

How to Distribute and Sell Daily Papers.

The Publisher and the Wholesale News Companies.

Methods of Checking Insertions of Advertisements.

Sample Copy Distribution and Other Modes of Increasing Circulation.

A CURIOUS thing is the difference there is between advertising for women and for men. For a man an advertisement must be short and to the point. It ought to treat of but one subject and to be written as tersely as possible. Men read advertisements on the jump; they seldom deliberately sit down to go through the advertisements in a paper. For the women, on the contrary, you can put in as much detail as you please; once a woman is attracted to an advertisement she will read it all through, no matter how long it is or how fine the type is. Then there is no use putting an advertisement for a man in a Sunday paper. If you make it big enough to be seen in one of those enormous sheets it will be too long to be read by a man. An ordinary advertisement such as would attract him in a week-day paper is buried in the great Sunday editions. But you can take a page on Sunday and be certain that the women will look for it and read it all through carefully. Thousands of them buy the papers, and especially the Sunday papers, for no other thing than to read the advertisements. The big dry-goods houses know that, and that is why they all use the Sunday papers so freely. — *Rogers, Post & Co's Advertising Manager.*

COMMENDATIONS.



STREET & SMITH, PUBLISHERS,
25-31 Rose Street, New York.
NEW YORK, Jan. 24, 1890.

PUBLISHERS OF PRINTERS' INK:

We have had a little two-line advertisement (fifty cents' worth) running in your paper for a few weeks, and we find it a very good investment.

The inclosed letter is only one of a large number we have received.

A correspondent's motto at the top of the inclosed letter, viz.: "Give the Devil his due," suggests our writing this letter.

Very truly yours, STREET & SMITH.

WINCHESTER, Va., January 22, 1890.

Geo. P. Rowell & Co.:

* * * I enjoy PRINTERS' INK very much, and read everything. It is very instructive.

J. CLIFTON WHEAT, JR.,
Druggist and Pharmacist.

THE ST. LOUIS REPUBLIC,
ST. LOUIS, Jan. 23, 1890.

Geo. P. Rowell & Co.:

* * * I take pleasure in saying that I have a very good opinion of the PRINTERS' INK as an advertising medium.

CHAS. W. KNAPP, Publisher.

J. H. BATES, ADVERTISING AGENCY,
38 PARK ROW,
NEW YORK, Jan. 23, 1890.

I have not been aware until lately of the value and interest of PRINTERS' INK, as I have not been accustomed to read it; but having observed it of late, I think I have lost considerable in the past, and want to avoid this in the future. Can you send me PRINTERS' INK from the start, and continue to send it to my residence, 186 Hancock street, Brooklyn? Please send your bill to the same address, and oblige, yours truly,

LYMAN D. MORSE.

Legitimate advertising agencies can aid advertisers in the matter of selecting the best advertising mediums.—*Savannah News.*

PERSISTENCY of purpose is one of the rules of success in life, and it is essential to successful advertising.—*Home and Farm.*

WHATEVER a purchaser can possibly want that is rich and fine as well as what is useful and cheap, he expects to find described for him in the paper.—*Philadelphia Times.*

OLD NEWSPAPERS AT AUCTION.—

An auction sale of old and rare copies of newspapers, was recently held in Philadelphia. The following are some of the prices realized: A copy of the Berryville (Va.) *Conservator*, containing General Johnston's official report of the battle of Bull Run, brought only 40 cents, while the *Winchester Gazette* of January 15, 1860, fetched 55 cents. Copies of the *Philadelphia Evening Post* of 1795 were sold for 30 and 35 cents each. The *Philadelphia Gazette*, 1744, of which Benjamin Franklin was publisher and editor, brought \$2.25, and one copy of the forerunner of the *Pennsylvania Gazette*, of which Samuel Keimer was publisher and editor, March 11, 1728, brought \$10.50. At the same time the *New England Weekly Journal*, of April 27, 1728, brought only \$2. Thirteen dollars was considered very cheap for a copy of the *Charleston Mercury* of December 20, 1860, containing the South Carolina ordinance of secession.—*New York Herald.*

"I have one source of acute discomfort," said a fellow newspaper man to *The Sun's* reporter, "that troubles me almost every day. I work now for four papers and a magazine. Every morning I work for four hours on a salary which makes the copy I produce pay me say one-third of a cent a word. My other three papers are weeklies, and pay, say from a cent to a cent and a half a word. The magazine pays best, say two cents a word. Well, the thing that troubles me is this: I go to work about 9 o'clock making paragraphs and doing odd bits for my daily paper, and if it is a fortunate morning and I get well warmed up, it won't be an hour before I begin stringing out one cent and one cent and a half words, and by 11 o'clock just as like as not, I will be giving that newspaper magazine language worth exactly six times what I am going to get for it. When once you are started, there is no help for it. A man whose pen is in and whose ideas are flowing is bound to write the very best he can. Of course though he may lay aside an idea here and there, it is no saving to him to use cheaper language. In goes the best he knows. But I tell you it is a sickening sensation to realize when half your article is already in the compositors' hands that it is magazine, or at least weekly paper stuff that is running out of you, and that only the low-grade remuneration is running in. You may laugh, but it is a dreadful feeling. Just consider how you would feel if you had contracted to feed a gang of railroad laborers on pork and beans, and found you were out of that sort of nourishment and had nothing but terrapin left in the house. Perhaps you wouldn't feel wasteful, and if not you can't sympathize with me."—*New York Sun.*

Twenty years ago the tradesman who made known what wares he had to sell, except in the modest way customary then, was looked upon with some degree of suspicion, and the professional man who offered his services by public advertisement was condemned outright as necessarily a quack.—*Philadelphia Times.*



PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & CO., PUBLISHERS.

Office: No. 10 Spruce St., New York.

Issued every Wednesday. Subscription Price: Two Dollars a year in advance; single copies, Five Cents. No back numbers.

ADVERTISEMENTS, agate measure, 25 Cents a line; \$50 a page; one-half page, \$25; one-fourth page, \$12.50. First or Last Page, \$100. Second Page, next to the Last Page, or Page first following reading matter, \$75. Double-column advertisements, occupying less than half a page, charged double price. Special Notices, charged at 25 cents a line. Advertisements must be handed in one week before the day of publication.

NEW YORK, FEBRUARY 5, 1890.

A THREE-PAGE article in this issue, headed "The Advertiser's Dilemma," sets forth a condition of affairs which, at one time or another, every advertiser has found himself obliged to face; and every wise advertiser has disposed of the matter by adopting substantially the method there recommended.

WHEN advertising is given out in competition, the final result to the advertiser will convince him that the competing agents are like a pair of shears: they never cut themselves, but what comes in between.

EVERY publisher who desires to receive PRINTERS' INK regularly, or to make a present of an annual subscription to a few of his principal advertising patrons, is referred to the two advertisements, printed on other pages, having reference to this very subject: "Have you ever seen a copy?" and "Go thou and do likewise!" We are willing to make liberal terms with every publisher who believes that it will be to his advantage to have his advertising patrons properly educated on the subject of advertising. Address:

GEO. P. ROWELL & CO.,
Publishers of PRINTERS' INK,
10 Spruce St., New York.

THE SMALL DAILY.

A subscription-book publisher has this word to say in favor of the small daily in comparison with its metropolitan rival:

I find that the answers to the advertisements in the big dailies do not amount to as much as those that come from the smaller dailies, as most of the books in the large towns and cities are sold on the instalment plan. It is true these big papers circulate in the small towns as well, but when they get any great distance from the great city where issued, they come into the hands of business men and people who will not be likely to take an agency for our publications.

The country districts are pre-eminently our field. While we do a good deal in the cities, we depend on the country districts for our best trade.

The *Ladies' Home Journal* of Philadelphia is now advertised in every daily and weekly paper in the States of Wisconsin, Michigan and Minnesota. An eight-inch, double-column advertisement is used in every issue of every paper on a contract for insertion for an entire month. This ought to cover the ground thoroughly. It is expected that by this extensive advertising, 100,000 extra subscribers for that paper will be secured in each of these States.

A SMALL sum of money, judiciously expended, will pay the same ratio of profit as a large sum, but the papers must not be scattered, unless the aim is to reach a special class of readers.—*Asro Goff's Circular*.

Advertisements are read for the information they contain; they are regarded as the words of the advertiser, and soon give to him a reputation for truthfulness or untruthfulness as his advertisements are truthful or untruthful.—*A. G. Sloane*.

The publisher, the agent (both general and special) and the advertiser are equally interested, and it is being demonstrated every day that they may work together to their mutual advantage, when none of them are superfluous.—*Henry Decker in the Commercial Union*.

SURMOUNTING A DIFFICULTY.

LEE AVE. ACADEMY

The display words in an advertisement should not be too many. A single line is most effective. Its meaning may be taken at a glance. Where the displayed line is long, and, consequently, difficult to make conspicuous within narrow limits, a device such as the above is ingenious and sometimes effective.

SPECIAL NOTICES.

Advertisements under this head, without any display, inserted at 2c. a line each issue.

THE HOUSTON POST—All South Texas.

NEW YORK WEEKLY.—\$1.25 per agate line. Circulation, over 200,000.

THE HOME CIRCLE, St. Louis, Mo. Monthly; 75,000 circ'n. Rate, 50 cents per line.

LOG CABIN LIBRARY and **Nugget Library** combined. \$3.50 per inch. Weekly. Street & Smith, Publishers, N. Y. City.

IF YOU USE premiums or contemplate doing so, send for catalogue of Premium Goods. W. PRESCOTT PRAY, Lynn, Mass.

5,000 DAILY CIRCULATION. Displayed ads., 15 cts per inch per day. "Want" ads., 50 cts per week.

THE ENTERPRISE, Brockton, Mass.

TO PUBLISHERS.—No scheme. New premium offers. Attractive, useful and interesting. Big percentage. Address "HEINES," PRINTERS' INK Office, N. Y.

ADVERTISERS can get **CHALLENGE'S RECORD OF CONTRACTS** of any Advertising Agency, or of **CHALLENGE**, 10 Spruce St., N. Y. 5,000 firms use and re-order.

THE HOUSTON POST is the cheapest and most thorough medium by which advertisers can get before the people of Eastern, Southern and Western Texas.

NEWSPAPERS can get **Challen's ADVERTISING and SUBSCRIPTION BOOKS**, on account of any Advertising Agency or Printers' Supply Company they deal with, or for cash of **CHALLENGE**, 10 Spruce St., New York.

FARM POULTRY, Boston, Mass.—Able edited to interest and instruct the many thousand artisans, mechanics and families in the suburbs of large towns who, as well as farmers, keep a few Hens; therefore, an excellent general advertisers' medium.

JUDGING from the patronage of Texas advertisers, **THE HOUSTON POST** is the most popular Daily in Southern Texas. It publishes more "want" ads. than all Texas dailies combined, and is the recognized State medium for "wants," circulation considered. Rates are very low.

THE KANSAS CITY TIMES is now running a fast newspaper train, called "The Times Flyer," over the Kansas City to Brookville, Kan., over the Union Pacific, a distance of 20 miles, covering 39 points and reaching the most distant one by 8.45 A. M. in time for breakfast. This is a true Western type of "get there," and has helped to send their Sunday circulation up to its present point—over 32,000.

THE PITTSBURGH PRESS has just furnished Geo. P. Rowell & Co. with a sworn and fully authenticated statement covering every issue for 1899, showing a total of 10,538,836 copies, or an actual daily average of 34,347. Rates for display matter on a yearly contract only six cents a line. Surely the era of penny papers has come! This showing leads all other Pittsburgh dailies, by long odds!

THE STORY OF THE YEAR, as told in total figures by the **Denver Republican's** circulation for 1899, is 4,355,972, or an actual daily average of 13,550 copies each issue. The fourth quarter of the year (Oct., Nov. and Dec.) averaged 14,349 copies daily, and 21,900 Sunday, and 6,500 weekly. The growth in circulation and business of the **Republican** is in keeping with the growth and prosperity of Colorado, which has been nothing short of the marvellous.

OFFICE OF THE TRENTON TIMES. Daily and Weekly. Only afternoon paper in the city. Population, 60,000. Edwin Fitzgeorge, Printer and Publisher. Trenton, N. J., Jan. 18, 1890. To W. D. Wilson PRINTER Co., Limited, 140 William St., New York City: Gentlemen—The news ink of your make excels all inks that I have used for newspaper or poster work. Hoping you will continue in the good work, I remain, yours respectfully, EDWIN FITZGEORGE.

ALL EYES are now turned upon Texas—their cotton crop again! An Empire in itself. To cover it an advertiser should use the five papers composing the **Texas Associated Press**, viz.: **The Fort Worth Gazette**, **San Antonio Express**, **Houston Post**, **Austin Statesman** and **Waco Day** (successor to **Examiner**.) This combination is a winner, and comprises the only morning paper at five of the most important trade centers, and each with a handsome Sunday edition and an excellent weekly.

PROPOSALS.—Office of the **Times-Democrat Publishing Co.**, 61 Camp St., New Orleans, La.—Sealed proposals will be received by this office, until Feb. 10, 1890, for furnishing news paper in rolls for one year, commencing March 1, 1890. The size of roll, weight, and estimated quantity required weekly will be furnished on application to this office. Terms to be cash on delivery. Envelopes containing proposals should be marked "Proposals for Paper," and be addressed to the undersigned. The right is reserved to reject any and all bids.

PAGE M. BAKER, Manager.

THE PHILADELPHIA ITEM is one of the four dailies in the United States credited by the **American Newspaper Directory** for 1889, Geo. P. Rowell & Co., Publishers, with an average daily circulation exceeding 150,000 copies each issue. For the twelve months ending December 31, 1889, the actual average issues of each edition of **THE ITEM** were as follows: Daily, 164,914; Sunday, 151,729; and weekly, 32,440. An advertiser who inserted four lines one time in **THE DAILY ITEM**, at a cost of \$1, reports having received 237 answers from it. This is the kind of advertising that **PAYS!** **THE ITEM** comes nearer being a medium of universal circulation than any newspaper in Philadelphia.

BIRMINGHAM, Ala., is only 18 years old, and yet it has a settled population of 60,000 prosperous people, and does a jobbing trade of \$60,000,000 annually. It is richly called the "Magic City of the South." With 27 furnaces in full blast, employing 15,000 men, at a total monthly pay-roll of \$1,500,000, with graded streets, electric lights, water-works, street railways, a magnificent new hotel, and a daily newspaper—printed on a perfecting machine, from stereotype plates—it may well feel proud. **THE AGE-HERALD**, the only morning paper in Birmingham controlling the exclusive franchise of both the Associated and United Press Associations, has just furnished Geo. P. Rowell & Co. a statement of their circulation for October, November and December, 1899, showing an actual average as follows: Daily, 5,102; Sunday, 8,317; and weekly, 17,931. This is concededly the greatest circulation of any newspaper, daily, Sunday or weekly, in the State. Out of a total of 1,750 post-offices in Alabama, the **WEEKLY AGE-HERALD** reaches 1,600.

Our Country Home,

PUBLISHED MONTHLY,

At 88 FULTON ST., NEW YORK CITY, N. Y.

A Progressive Agricultural Journal,

Comprising Twenty Pages of Interesting, Instructive and Practical Matter for the Farmer and his Family.

CIRCULATION

Over 100,000 Copies

MONTHLY.

We will accept business from any responsible advertiser, or advertising agency, subject to proof of a circulation of over 100,000 copies monthly, or make no charge. Receipts of the N. Y. Post Office to be our proof.

Write at once for Sample Copy.

ADVERTISING RATES.

Ordinary advertisements, 60 cents per agate line. Reading Notices, \$1.00 per count line.

DISCOUNTS.

8 months.....	5 per cent.
6 months.....	10 per cent.
12 months.....	15 per cent.

SPACE DISCOUNTS.

On a single advertisement measuring (or, if a reading notice, counting) 150 lines, 5 per cent.
On a single advertisement measuring (or, if a reading notice, counting) 300 lines, 10 per cent.
On a single advertisement measuring (or, if a reading notice, counting) 500 lines, 15 per cent.

Over a Million Each Issue!

THE GREAT LEADERS OF THE LEADERS,

ALLEN'S LISTS.

Should the circulation of the regular issues run below **One Million**, at any time, I will make a discount, to each advertiser, in exact proportion.

Affidavit of Circulation of all issues furnished each Advertiser monthly

Any other reasonable proof and information will gladly be furnished at any time.

The Periodicals of Allen's Lists circulate mainly in the homes of the better classes of the masses in the Country districts and Villages. Including the borrowing demand, it is believed that over **1,250,000** homes are reached each month, or one-fifth of all the Country and Village homes in the United States.

FACT: Each month, the periodicals of Allen's Lists reach over one million two hundred and fifty thousand families, who live mainly in the villages and country districts.

FACT: Circulation each month **over** 1,000,000 copies.

The **borrowing demand**, in country districts, for such first-class periodicals as constitute Allen's Lists, is known to be enormous, and I have the best of evidence that each month it **exceeds** - - - - 250,000 copies.

Total number of families reached each	}	1,250,000
month, over - - - -		

FACT: 95 per cent. of the circulation of the periodicals of Allen's Lists is in the villages and country districts.

FACT: The periodicals reach all parts of every State and Territory.

Forms close the 15th of each Month, sharp, prior to the date of the periodicals.

E. C. ALLEN, Proprietor Allen's Lists,
Augusta, Maine.

THE STORY OF THE YEAR!

SWORN
CIRCULA-
TION OF**"THE PHILADELPHIA ITEM,"** DAILY,
SUNDAY, & WEEKLY,

FOR EVERY DAY OF 1889.

AN UNRIVALLED BUSINESS RECORD.

Magnificent success of the only Paper in Philadelphia owning and running **Wholesale Rapid Delivery Wagons** (twenty-one in number), and the only newspaper in the world owning one of **R. Hoe & Co.'s Mammoth "Quadruple" Presses**, guaranteed to print, fold, paste, count and deliver over One Hundred Thousand

(100,000) PERFECT COPIES OF "THE ITEM" EVERY HOUR!

From January 1st, 1889, to December 31st, 1889.

	JAN.	FEB.	MARCH.	APRIL.	MAY.	JUNE.	JULY.	AUGUST.	SEPT.	OCT.	NOV.	DEC.
1	141,200	156,700	154,900	150,300	155,200	162,800	161,800	158,200	*167,050	160,300	164,800	*170,400
2	151,600	163,900	160,300	152,800	154,900	*141,000	167,800	165,000	164,000	165,100	166,100	166,200
3	162,800	*134,900	*134,600	151,600	156,600	158,900	171,300	171,800	16,900	162,400	168,100	192,640
4	*24,349				*29,138		No	494,300		*97,894		
5	169,190	151,620	184,200	152,900	161,000	167,200	Paper.	*163,900	165,300	165,000	166,500	184,200
6	174,580	153,200	186,900	154,600	135,600	174,800	178,100	156,200	171,800	171,200	168,000	178,400
7	*125,880	162,460	176,500	160,800	153,000	186,000	182,900	154,000	169,500	*165,200	181,800	185,900
8	150,420	156,900	170,460	*135,400	152,600	192,400	*160,400	152,300	172,000	161,000	173,400	176,000
9	153,600	157,300	168,000	149,500	154,100	210,900	311,900	153,600	*166,800	160,000	168,900	*168,300
10	154,900	161,900	169,900	150,260	156,300	*148,000	208,600	156,800	158,000	160,300	172,300	169,400
11	156,400	*135,800	*135,080	150,600	156,500	152,900	200,400	165,200	160,200	157,600	*167,500	167,160
12	*24,300	*24,900	*26,300	*27,380	*29,600	*30,910	*32,201	*34,522	*36,781	*38,022	*39,290	*40,536
13	158,900	150,000	150,620	153,300	163,800	154,500	200,200	*165,800	168,900	163,800	186,100	168,900
14	161,800	154,300	149,900	152,900	*136,160	156,900	196,300	157,200	205,600	170,100	187,400	172,600
15	*126,900	156,220	152,600	159,000	169,700	155,300	202,500	153,100	190,000	*163,420	203,600	178,000
16	151,000	155,800	158,580	*135,380	261,420	153,600	*162,500	151,000	166,400	162,000	184,300	181,940
17	151,800	156,300	154,400	150,800	207,500	167,800	158,300	152,400	*166,100	161,200	185,400	*167,200
18	153,400	160,000	160,800	153,600	200,900	*151,200	157,000	154,900	157,000	161,400	191,800	168,900
19	154,700	*134,920	*135,380	152,700	166,000	169,800	162,900	161,700	159,000	162,000	*168,100	166,300
20	*24,356	*25,420	*26,800	*28,010	*29,888	*31,101	*32,720	*34,000	*35,945	*37,000	*38,020	*39,081
21	160,720	149,200	148,900	154,500	160,500	161,500	159,000	166,300	158,400	162,640	167,200	166,900
22	165,000	152,600	150,000	154,200	*135,900	189,900	161,200	159,400	160,500	162,900	168,000	165,200
23	*132,530	153,300	153,300	160,500	161,700	160,500	169,200	154,100	164,100	*166,000	168,000	165,400
24	153,860	155,800	152,960	*135,060	159,300	154,600	*159,300	153,000	170,280	162,300	169,100	166,900
25	154,400	146,000	154,000	151,600	154,200	172,800	158,500	154,800	*165,000	161,800	168,440	*167,400
26	161,920	158,380	160,900	153,800	156,320	*153,600	153,200	154,200	159,000	162,000	169,800	169,200
27	158,400	*145,200	*135,042	152,200	152,580	174,900	156,800	162,600	160,200	163,000	*176,800	168,000
28	*24,410	*25,390	*27,300	*28,580	*30,400	*31,600	*33,411	*35,640	*37,188	*38,662	*39,360	*41,200
29	160,780	148,900	149,800	154,900	167,400	231,950	154,000	*167,100	161,900	163,300	174,900	Paper.
30	172,000	153,620	150,000	158,000	*136,200	190,800	160,900	153,900	160,800	165,500	170,490	163,200
31	*134,050	152,600	152,000	162,800	149,800	174,600	167,400	162,480	163,400	*167,200	170,000	161,000
32	150,900	180,400	151,700	*135,200	152,600	168,300	*168,800	165,300	170,000	166,000	182,860	169,800
33	157,000	153,000	152,600	151,900	176,300	161,400	166,220	*165,800	163,400	168,400	175,200	*167,000
34	152,880	159,420	158,900	*115,300	*182,300	158,900	165,900	158,900	158,900	162,600	170,000	168,420
35	154,600	*135,120		158,540		157,200	166,900			163,000	163,000	166,000
36	*24,418	*25,360	*27,320	*28,720	*30,600	*31,920	*33,500	*35,300	*37,280	*38,720	*39,850	*41,900

4,888,170 1/2, 882,840 1/2, 122,658,096 1/2, 192,550 1/2, 210,781 1/2, 222,122 1/2, 144,054 1/2, 167,396 1/2, 418,505 1/2, 324,178 1/2

* Sunday.

+ Weekly.

‡ Decoration Day.

Total of all issues for year.....**60,574,386** Total Sunday circulation..... **7,889,902**Total for 311 week-day issues...**51,297,590** Average Sunday circulation... **151,728**Daily average for year..... **164,944** Total weekly circulation..... **1,686,894**Average weekly circulation...**32,440**.

City of Philadelphia, ss:

Personally appeared before me, the subscriber, Richard J. Lennon, Magistrate of Court No. 5 of the said city, HARRINGTON FITZGERALD, who, being duly sworn according to law, doth depose and say: That he is the Business Manager of THE PHILADELPHIA ITEM; that to the best of his knowledge and belief the above table correctly shows the circulation of THE ITEM from January 1st, 1889, to December 31st, 1889, inclusive, and further deponent saith not.

Sworn and subscribed before me this 11th day of January, A. D. 1890.

RICHARD J. LEMON, Magistrate of Court No. 5.

S. C. BECKWITH,

Sole Agent Foreign Advertising,

48 TRIBUNE B'LD'G, N. Y.

509 "THE ROCKERY," CHICAGO.

The Best Newspapers.

GEO. P. ROWELL & Co., proprietors of the AMERICAN NEWSPAPER ADVERTISING BUREAU, No. 10 Spruce Street, New York, have issued a pamphlet containing a choice selection of newspapers for an advertiser to use, who prefers to confine his advertising investments to such as are likely to pay him best.

This catalogue names all the greatest and all the best newspapers. The selection made includes every religious, agricultural, or other class weekly, having a regular issue of so many as ten thousand copies; all the great monthlies, the leading dailies in all the largest cities, and aims to name the best paper in every county seat having a population of so much as three thousand, and every other town, village or city having so much as five thousand population, provided a paper is printed which issues as many as a thousand copies a week.

The total output for a single edition of the publications named in this Catalogue of Preferred Newspapers is between fifteen and eighteen million copies, and is, therefore, more than enough to place a paper regularly with every family in every State and Territory.

The number of American newspapers is now so large that the great advertising agencies do not find it wise to attempt to specially represent them all, and at the last meeting of the Association of General Newspaper Advertising Agents it was resolved that each member should prepare a list which, while enumerating the best papers, should name only about one in ten of all which are published.

It has been demonstrated that fully one-half of all the output of American newspapers emanate from less than seven hundred offices, and that a list of more than ten thousand newspapers can be made up, among which no single one prints regularly so many as a thousand copies. To have dealings with this myriad of small papers cannot be thought of by the majority of advertisers, and advertising agencies find transactions with them to be the reverse of profitable.



The carefully selected list which is now issued by GEO. P. ROWELL & Co. is the first which has been put forth in accordance with the resolution of the Association of General Newspaper Advertising Agents.

It is issued by the oldest, best equipped, and most favorably known of all the agencies, and is likely to invite careful examination and criticism from both advertisers and publishers. GEO. P. ROWELL & Co. have a more thoroughly perfected system and better facilities for conducting the necessary negotiations with newspapers and watching the fulfillment of advertising contracts than has ever been attempted by any other house in this line in this or any other country. At their Advertising Bureau, which was established in 1865, have originated most of the methods of conducting such a business, which have proved to be permanently successful. They have issued the AMERICAN NEWSPAPER DIRECTORY for twenty-two years. They now advise their advertising patrons that it will always be well to confine advertisement orders to papers selected from the Catalogue of Preferred Papers here referred to, unless the advertiser has some conclusive reasons of his own for using others.

The population of every place where a newspaper is published is stated in the Catalogue; county seats are designated, and the circulation rating accorded to every paper by the last issue of the AMERICAN NEWSPAPER DIRECTORY is given. Out of the seventeen thousand papers named in the DIRECTORY, only about two thousand are selected.

This List will be sent to any address for
Twenty-five cents. Apply to

GEO. P. ROWELL & CO.,
10 Spruce St., New York.



The American Rural Home,

OF ROCHESTER, N. Y.,

WILL ISSUE

300,000 COPIES

each issue during February, March,
April and May, 1890.

Advertising Rates:

DISPLAY—\$1.00 per agate line each
insertion.

READING NOTICES—Set in nonpareil
type—\$1.25 per line count, each insertion.

The American Rural Home

is represented by all responsible
Advertising Agents, and

A. FRANK RICHARDSON

13, 14 & 15 Tribune Building,

NEW YORK.



PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Is issued weekly, and is the representative journal—the trade journal of American advertisers. It indicates to the advertiser how, when, and where he should advertise; how to write an advertisement; how to display one; what newspaper to use; how much money to expend; and, in every point that admits of reasonable discussion. Advertising is a business practice, and many but not understood by far. The conductors of PRINTERS' INK understand it, and their advice is based on an experience of more than twenty-five years in placing advertising contracts for many of the largest and most successful advertisers. A year's subscription costs but Two dollars: sample copies Free.

Address:—



GEO. P. ROWELL & CO.,

Newspaper Advertising Bureau,
to Spruce St., New York.

Any Publisher who desires to receive PRINTERS' INK regularly, and to make a present of an annual subscription to a few of his principal advertising patrons, may insert the advertisement printed above in payment for a number of subscriptions to be previously agreed upon by correspondence.

We are willing to make liberal terms with any Publisher who believes that it will be to his advantage to have his advertising patrons properly educated on the subject of advertising.

When writing, for the purpose of taking advantage of this proposition, it will be well for a Publisher to state exactly what he wants to do, and, if possible, we will in all cases accede to his reasonable requests. Address

GEO. P. ROWELL & CO.,

Publishers of PRINTERS' INK,

10 Spruce St., New York.

GO THOU AND DO LIKEWISE.

Arrangements have recently been entered into with the proprietors of a few of the leading newspapers of the Country; whereby they have been enabled to make a New Year's present of an Annual Subscription to PRINTERS' INK to some of their principal advertising patrons.

In notifying these subscribers of their generous act the publishers have in some cases taken occasion to say a good word for PRINTERS' INK. The following are selections from these commendations:

PRINTERS' INK, a journal for advertisers, will be sent to your address. You will find it very interesting. Please accept same with compliments. S. V. Hinkle, publisher *Herald*, Jackson, O.

We have ordered Geo. P. Rowell & Co. to send to your address for one year, at our expense, the publication entitled PRINTERS' INK. You will find it very interesting. W. S. & L. H. Dingman, publisher *Herald*, Stratford, Ont.

I HAVE ordered Geo. P. Rowell & Co. to send to your address, at my expense, the publication entitled PRINTERS' INK—a journal for advertisers. You will find it interesting. William C. David, publisher *Republican*, Lyons, N. Y.

We have ordered Geo. P. Rowell & Co. to send to your address for one year, at our expense, the publication entitled PRINTERS' INK, a journal for advertisers. You will find it very interesting. Journal Printing Company, Muscatine, Iowa.

We have taken the liberty to send you PRINTERS' INK for the ensuing year. It will assist you in getting up your advertising matter. Read it carefully, you will find much useful information in it. D. K. & J. C. Wagner, proprietors *The News*, Shippensburg, Pa.

I have ordered Geo. P. Rowell & Co. to send to you for one year, at my expense, the publication entitled PRINTERS' INK. You will find it interesting. Please accept same with my compliments. N. Eisenlord, publisher *Evening News*, Kansas City, Mo.

THE brightest and foremost advertisers carefully peruse each number of this able journal. It is full of the science of advertising. You will find PRINTERS' INK not only acceptable and interesting, but of value in a material sense. E. C. Allen, proprietor of Allen's Lists, Augusta, Me.

MESSRS. Geo. P. Rowell & Co., of New York, the most extensive advertising agency in America, publish weekly an exceedingly valuable little magazine, choke full of brilliant hints to advertisers. Having proved the value of this publication during the past year, and knowing that you would find it equally valuable, we have arranged with the publishers to send it to your address for one year, without cost to yourself. We hope you will find it of interest. A. J. Pineo, publisher *News*, Pictou, N. S.

It is desirable that every advertiser shall have an opportunity to peruse that wise and judicious publication: PRINTERS' INK. We are, therefore, willing to make liberal terms with any publisher who believes that it will be to his advantage to have his advertising patrons properly educated on the subject of advertising. For terms address,

GEO. P. ROWELL & Co.,
Publishers of PRINTERS' INK,
10 Spruce St., New York.

WE think that in this little journal you will find hints and suggestions on the subject of advertising, from time to time, which will prove to be of value or interest to you. Chicago Newspaper Union, 271 Franklin St., Chicago, Ill.

I have ordered Geo. P. Rowell & Co. to send to your address for one year, at my expense, the publication entitled PRINTERS' INK, a journal for advertisers. You will find it very interesting. Please accept same with my compliments. G. R. Williams, publisher *Times*, Fort Smith, Ark.

IN consideration of your generous patronage, we take pleasure in sending you, during 1890, a copy of PRINTERS' INK, a weekly journal for advertisers. We are sure that the suggestions contained therein will be of interest and value to you as an advertiser. *Orange County Farmer*, Port Jervis, N. Y.

WE have subscribed in your name for PRINTERS' INK for 1890, which will be mailed you regularly each week during the year by its publisher, Geo. P. Rowell & Co., of New York. PRINTERS' INK merits the careful attention of every business man interested in advertising. *The Standard-Union*, Brooklyn, N. Y.

WE have arranged to send you, with our compliments and good wishes, a year's subscription to PRINTERS' INK, a bright little weekly, which will tell you many a good story and give you many a useful hint about the best investment you can possibly make of a portion of your capital. D. T. Elmer, manager *Commercial*, Monroe, Mich.

PLEASE accept, with our compliments, an annual subscription for PRINTERS' INK—a journal for advertisers. We have ordered the publisher, Geo. P. Rowell & Co., New York, to mail it to your address at our expense. The brightest and foremost advertisers carefully peruse each number of this able journal. New York Newspaper Union, 134 Leonard St., New York.

WE trust you will accept, with our compliments, in the same spirit in which it is tendered, a year's subscription to PRINTERS' INK, a weekly journal for advertisers. You will find it useful and interesting in every way, as it contains a wealth of information on the subject of advertising. It is the best class journal in the world. C. M. Bowman, editor and publisher *Times* (daily), *Standard* (weekly), Lebanon, Pa.

PRINTERS' INK.

THE NEW BLACK!**THE NEW BLACK!****THE NEW BLACK!****Wilson's Raven Black**

This is a **NEW** black for bookwork and fine Commercial Printing.

DOES NOT SKIN.

(Printers appreciate what a saving this means.)

Can be exposed a week or more without injury.

Does not harden on rollers.

Does not dry on the disk.

Free flowing in fountain.

Can be used on all classes of paper: dries quickly when worked.

DOES NOT OFFSET!!**IS BRILLIANT!!**

There is no waste. Every speck of it can be used.

SAMPLE PACKAGE, 1 lb., ONE DOLLAR.

Delivered Free at any point in the United States.

Address (enclosing price):

W. D. WILSON PRINTING INK CO.

(Limited),

140 William St., New York.

W. D. WILSON PRINTING INK CO.

(LIMITED)

140 WILLIAM STREET, NEW YORK.

Factory: LONG ISLAND CITY.

MANUFACTURERS OF

BLACK and COLORED PRINTING INKS

WE OFFER THE CHOICEST GOODS AT
PRICES WHICH DEFY COMPETITION.

*Wilson's Inks are the Best in the Market.***GIVE THEM A TRIAL.**

**Wood Cut, Job, Book, News and Extra News Inks,
VARNISHES, BRONZES, Etc.**

SPECIMEN BOOKS and PRICE LIST SENT ON APPLICATION.

"Printers' Ink" is Printed with Wilson's 30c. Book Ink.

Do you print your Newspaper with Ink?

Do you pay for the Ink which you use?

Do you pay promptly?

INK BUYERS CLASSIFIED.

People in the Printing Ink trade have four classes of customers to deal with.

FIRST—Those who pay promptly for their purchases.

SECOND—Those who, if they do not pay promptly, pay as they agree to.

THIRD—Those who neither pay promptly nor as they agree, but who DO eventually pay.

FOURTH—Those who never pay.

All Price Lists issued by manufacturers of Printers' Ink, are intended for buyers of the third and fourth classes.

For buyers belonging to the first class, discounts are allowed varying from large to small, according to the amount of goods used, and the security and promptness of payment.

QUALITY.

The Wilson Inks are warranted to be the best in the World.

They are guaranteed to be satisfactory.

If not as represented they may be returned at manufacturers' expense for freight or express charges both ways.

Warranted to be the best Inks made.



W. D. Wilson Printing Ink Co.

(LIMITED.)

140 WILLIAM ST., NEW YORK.

PRICES.—This Company, with its NEW FACTORY, and the very latest improvements, offers the choicest goods to prompt paying purchasers, at **PRICES WHICH DEFY COMPETITION.**

TERMS.—Bills are payable quarterly. Ten per cent. discount from list or special contract prices whenever cash in full payment accompanies the order. Five per cent. discount from list or special contract prices whenever full payment is made in cash within thirty days.

Printers do not like to pay cash. The following quotation from a letter from one of our traveling men states the case:

"I enclose check of Star Printing Co. for \$64.05, which pays their account of \$60, due, and \$4.50 for order herewith, less 45c. (10%) which is allowed when cash accompanies the order. *This is the first instance I have ever had of 'cash accompanying the order.'*"

SEND FOR A PRICE LIST.

WE TRY
To Conduct the Business
OF OUR
Newspaper
Advertising Bureau

in such a manner that every publisher shall be glad to receive our orders for advertising, at the lowest price which he is willing to accept from any one; and at the same time be willing to allow our patrons every concession which can under any circumstances be permitted in the matter of choice position or editorial mention.
 GEO. P. ROWELL & Co., 10 Spruce St., N. Y.

American
 Newspaper
 Directory

FOR

1889

TWENTY-FIRST ANNUAL VOLUME.

Fifteen Hundred and Thirty-Six Pages.

PRICE, FIVE DOLLARS.

This work is the source of information on Statistics of Newspapers in the United States and Canada.

Advertisers, Advertising Agents, Editors, Politicians and the Departments of the Government rely upon its statements as the recognized authority.

It gives a brief description of each place in which newspapers are published, stating name of county, population of place, etc., etc.

It gives the names of all Newspapers and other Periodicals.

It gives the Politics, Religion, Class or Characteristics.

It gives the Days of Issue.

It gives the Editor's name.

It gives the Publisher's name.

It gives the Size of the Paper.

It gives the Subscription price.

It gives the Date of Establishment.

It gives the Circulation.

It gives the names of all papers in each County, and also shows the geographical section of the State the County is located in.

It also contains many valuable tables and classifications.

Sent to any address on receipt of price, by
 GEO. P. ROWELL & CO., Publishers,

(Newspaper Advertising Bureau),
 10 Spruce St., New York.

A FREE COPY OF THE AMERICAN NEWSPAPER DIRECTORY will be sent, Carriage Paid, to any person who is a patron of GEO. P. ROWELL & Co's Advertising Bureau, to the amount of Fifty Dollars.

WE HAVE JUST ISSUED

A NEW EDITION OF OUR BOOK
 CALLED

Newspaper
 Advertising.

It has 232 pages, and among its contents may be named the following Lists and Catalogues of Newspapers:—

DAILY NEWSPAPERS IN NEW YORK CITY, with their Advertising Rates.

DAILY NEWSPAPERS IN CITIES having more than 150,000 population, omitting all but the best.

DAILY NEWSPAPERS IN CITIES having more than 50,000 population, omitting all but the best.

THE BEST LIST OF LOCAL NEWSPAPERS, covering every town of over 5,000 population and every important county seat.

ONE NEWSPAPER IN A STATE. The best one for an advertiser to use if he will use but one.

STATE COMBINATIONS OF DAILY and Weekly Newspapers, in which advertisements are inserted at half price.

A SMALL LIST OF NEWSPAPERS in which to advertise every section of the country: being a choice selection made up with great care, guided by long experience.

LARGEST CIRCULATIONS. A complete list of all American papers issuing regularly more than 25,000 copies.

NINE BARGAINS IN ADVERTISING: (For Experimentors.)

BARGAINS IN ADVERTISING in Daily Newspapers in many principal cities and towns, a List which offers peculiar inducements to some advertisers.

CLASS JOURNALS, an extensive catalogue of the very best.

6,659 **VILLAGE**

NEWSPAPERS, in

which advertisements

are inserted for \$46.85

a line and appear in

the whole lot — one-

half of all the Ameri-

can Weeklies.

Book sent to any address for **Thirty Cents**.

Address GEO. P. ROWELL & Co., New York.



SEND THE CASH
And Say What You
. Want to Accomplish.

A small expenditure in advertising in a judicious selection of newspapers is often contemplated by persons who have not a clear idea as to what publications should be taken or the cost; they consequently find a difficulty in carrying out the plan without having the cost exceed the amount contemplated. Such persons do well to send the copy of the advertisement and a check for the amount of money to be used, to Geo. P. Rowell & Co.'s Newspaper Advertising Bureau, 10 Spruce St., New York, and leave the selection of papers and the number of insertions in each to be determined by their experience and judgment. In that way the advertiser gets the best service possible for the money he expends, and the work is promptly done—no time being lost in correspondence.

One
Price
Advertising
—
Without Duplication
Of Circulation
HOME 15 BEST
JOURNALS WEEKLIES
Every Week
Over 240,000 Copies
—
Religious Press
Association
Phila

One
Price
Advertising
—
Without Duplication
Of Circulation
HOME 15 BEST
JOURNALS WEEKLIES
Every Week
Over 240,000 Copies
—
Religious Press
Association
Phila

We could not maintain "One Price Advertising," if that price were not acceptable to advertisers.

Figured on Quantity, Our Price is Low.

The one-time rate for the List is about **four-fifths** of a cent per line for each one thousand of paid subscribers. Fixed discounts, according to the order, are in force, down to a rate of **two-fifths** of a cent per line for each one thousand of paid yearly subscribers.

Figured on Quality, Our Price is Lower

Than can be had in any other selection of Religious Weekly Papers. Ours is "**The One Combination** of Religious Newspapers which is made up of publications of strictly the highest character."

THESE ARE THE PAPERS.

The Sunday School Times
PHILADELPHIA
The Presbyterian
The Lutheran Observer
The National Baptist
The Christian Standard
The Presbyterian Journal
The Ref'd Church Messenger
The Episcopal Recorder

The Christian Instructor
The Christian Statesman
The Lutheran
The Christian Recorder
BALTIMORE
The Baltimore Baptist
The Episcopal Methodist
The Presbyterian Observer.

For full particulars about advertising in these papers address any responsible advertising agency, or write direct to

THE RELIGIOUS PRESS ASSOCIATION,
1001 Chestnut Street. (Mutual Life Building),
PHILADELPHIA, PA.

Miscellanies.

Editor (writing to professional humorist)—Send some more "grip" jokes.
Humorist (writing back)—Can't; I've got it.
—*New York Sun*.

When 'Squire Grinston sends a jug of cider to the editor of the *Squashville Pumpkin*, it is not necessarily as a testimonial of good faith, but more for publication.—*Puck*

A lady advertises two "business horses" for sale, but neglects to say what their business is. If they are good draught horses, perhaps an architect would take them into his office.—*New York World*.

Mr. Partington—I see that it takes Nelly Bly seventy-five days to run through the world.

Mrs. Partington—Poor thing! She must have gotten hold of one of Pulitzer's Sunday editions.—*Epoch*.

Telegraph Editor—Here's a dispatch about a wild animal devastating flocks of sheep in the southern part of some city, but the date line was left off by the operator.

Managing Editor—Oh, it's Chicago.—*New York Sun*.

Young Lady (to editor)—"I have such a pretty little story with me. Can you use it?"

Editor—"Oh, certainly; we can use anything here." (To office-boy)—"Jimmy, put a few more manuscripts in the stove; the room is growing cold."—*Time*.

Managing Editor—Know anything about acting?

Horse Reporter—Not a thing.

Managing Editor—Ever heard of this play: "Othello?"

Horse Reporter—Naw. Who wrote it?

Managing Editor—Know any Italian?

Horse Reporter—What are you giving me? Not a word.

Managing Editor—Then you are the very man I want to write up Salvini's show to-night. Give it about two sticks.—*America*.

We want a girl to do general housework, and if our readers are interested in the success of the paper they will help us to secure one. We can't do the housework and at the same time edit this paper as well as we would like to. We do not dislike to edit the paper, nor do we dislike the housework particularly, but we find that they do not go well together. We find that we cannot think prodigious tariff thoughts in a satisfactory way while washing dishes and bedclothes; nor does the divine afflatus seem to hover round about us when engaged in such work. We may not be as versatile as a man should be to occupy our position, but we can't help that. While, as we have remarked, we do not specially dislike the necessary work about a house, we prefer under the circumstances to hire a girl rather than an editor, principally because of the difference in cost. You will get a better paper if you send us a girl, not too attractive, and one who does not require too much superintending.—*Uniontown (Pa.) Genius*.

Fangle—What do you think of this piece of newspaper advice: "Tell your wife every day that you love her?"
Curnso—I don't think the papers ought to encourage lying.—*Epoch*.

If you have frequent headaches, dizziness and fainting spells, accompanied by chills, cramps, corns, bunions, chilblains, epilepsy and jaundice, it is a sign that you are not well, but are liable to die any minute. Pay your subscription a year in advance and thus make yourself solid for a good obituary notice.—*Danville (N. Y.) Breeze*.

Caller—How is Mr. Flexible?

Servant—A little worse to-day, sir.

Caller—Can I see him for a few minutes?

Servant—No, sir. He told me that he wasn't to be disturbed, as he wants to finish an article on "How to get Strong" for the magazine.—*Judge*.

Editor to Printer—You've ruined me.

In describing the great ball, I wrote that the famous lecturer on dress wore nothing that was remarkable. You've printed it: "Mrs. B. wore nothing. That was remarkable." Get your money of the cashier and go. We've no use for a man like you around here.—*Life*.

"You've done a nice thing," said the editor of the Republican *Kassow* to his foreman.

"Done what?"

"You've put my article on 'Why Wana-maker Was Appointed' in the puzzle column."—*Puck*.

At a meeting of a literary society in Houston, Tex., the president of the society, Major Dan McGary, editor of the *Houston Age*, said in a speech, that printing had only been invented a thousand years ago.

"It's a darned falsehood," retorted a prominent city official: "I have got at home a 'Life of Christ,' and every word of it is printed, and He lived more than three thousand years ago."

McGary owned up that he was mistaken, and the matter was settled without prejudice to either party. Both took beer.—*Texas Siftings*.

A Texas editor, having charged that the father of a rival editor had been in the penitentiary, was notified that he must retract or die. He retracted as follows: "We find that we were mistaken in our statement last week that the *Bugle* editor's sire had been in the penitentiary. The efforts of his friends to have his sentence commuted to imprisonment for life failed, and he was hanged."—*Texas Siftings*.

Mr. Parvenu—How is this, sir! I thought I gave you to understand that I wanted no advertisements connected with the musicale that was given at my house?

Stationer—Yes, sir; I understood that fully. Mr. Parvenu—Well, didn't you get up those programmes for me?

Stationer—Yes, sir. Aren't they according to orders?

Mr. Parvenu—According to orders? No, sir! Here you state that the selections played are from Beethoven and Mozart. I'd like to know who paid you to advertise those fellows?—*America*.